



CITY OF SAN ANTONIO  
**CENTER CITY DEVELOPMENT  
 & OPERATIONS DEPARTMENT**

**Alamo Plaza Advisory Committee**

**MINUTES**

**Tuesday, October 7, 2014**

**3:00 P.M. – 5:00 P.M.**

**Central Library Auditorium**

Councilmember Diego Bernal	Tri-Chair	Present
Marise McDermott	Tri-Chair	Present
Sue Ann Pemberton, FAIA	Tri-Chair	Present
Howard Peak	1994 Alamo Plaza Study Committee Representative	Present
Ramon J. Vasquez	History/Archeology Representative	Present
Dr. Steve Tomka	History/Archeology Representative	Present
Dr. Sharon Skrobarcek	History/Archeology Representative	Present
Larry L. Laine	State of Texas Designee	Present
Mardi Arce	Federal Government Designee	Present
Frank Z. Ruttenberg	Private Property Owner Representative	Absent
Davis Phillips	Tourism Designee	Present
Roger Perez	District 1 Appointee	Absent
Anthony Edwards	District 2 Appointee	Present
Patricia Mejia	District 3 Appointee	Absent
Rudolph F. Rodriguez	District 4 Appointee	Present
Gabe Farias	District 5 Appointee	Present
Rudi Rodriguez	District 6 Appointee	Absent
Ed Torres	District 7 Appointee	Present
Boone Powell, FAIA	District 8 Appointee	Present
Bill Brendel	District 9 Appointee	Present
Jack Judson	District 10 Appointee	Present

Others Present: Colleen Swain (CCDO), Sarah Esserlieu (CCDO), Mimi Quintanilla (Consultant, Facilitator), Carlos Contreras (CMO), Claudia Guerra (OHP), Jackie King (GLO), Pat Schneider (TCI), Steve de la Haya (CVB), Xavier Urrutia (Parks)

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1. **Welcome** by Colleen Swain at 3:09 p.m.
2. **Minutes:** Davis Phillips moved to approve the minutes from July 31, 2014. Sue Ann Pemberton seconded the motion. The motion carried.
3. **Finalize Vision, Guiding Principles:** Colleen Swain explained that at the committee's request, Dr. Andrés Tijerina agreed to compile a background and historical review of Alamo Plaza based on the updated 1994 document. The committee requested a draft of Dr. Tijerina's work when available. Mimi Quintanilla stated his deadline is the end of November or early December. His final work will be attached to the request for qualifications (RFQ), which will be issued in December 2014.

Mimi Quintanilla reviewed the meeting goals, ground rules, communication guidelines, and vision statement (see attached slides 2-7). Jack Judson expressed opposition to the term "Alamo Area," as it can encompass a large region. He recommended the "Alamo Plaza Site" as it is more specific to the committee's intent. Mimi Quintanilla reminded the committee the idea was to leave it open for the master planning team to interpret. Diego Bernal agreed saying the master planning team may want to include something significant outside of the plaza relevant to the site. The idea is to keep options open if opportunities are found elsewhere in the city. The committee further discussed the proper term for the area. A majority of the committee voted in favor of "Alamo area" as a temporary placeholder not intended to rebrand the Alamo or its surroundings. The term captures complex occurrences before and after 1836 around the site and on the grounds. It also provides a way to expand the public's interpretation of the Alamo. The master planner will be able to suggest a different term, and since the master planning process will be very public with significant community involvement, any final term will be properly vetted.

The committee discussed the order of the vision statements and agreed not to number them in the final document to avoid prioritizing any of the statements. The committee agreed the vision statements as they appear on attached slide 7. The committee reviewed the guiding principles and reworded Guiding Principles 4, 6, and 8 for clarity. The committee voted in favor of the guiding principles as they appear in attached slides 9 and 10.

The committee reviewed the themes and goals. The committee voted in favor of Theme A as it appears on attached slide 12. The committee discussed the role of slavery and whether to address it in the bullet points or make it a new goal under Theme B. After much discussion, the committee agreed to add it as a sixth goal under Theme B since it is critical to the story of the Alamo. The committee voted in favor of approving Theme C as it appears on attached slide 14.

The committee discussed the role of commerce under Theme D, Goal 3. It was not only a battle site and a Native American site; it has been a center for commerce and trade throughout its history. The committee discussed two approaches: one emphasizes history – telling the story of commerce in the area. The second approach identifies the types of appropriate commercial ventures for the area around the Alamo and the relationship commerce will have with the plaza going forward. The committee discussed that commerce should be sensitive to Theme C – Alamo Plaza is a place of remembrance, honor, and respect. Committee members acknowledged one of the main reasons the committee was formed was to address the

types of commerce adjacent to the plaza. The committee agreed that the master planning team would have the authority to recommend a change to what's currently surrounding the plaza, but it would not have the authority to enact any recommendations. The committee discussed whether the lack of satisfactory visitor experience is due to current commerce on the plaza or other factors, such as a lack of a cohesive plan for the area – the Alamo and the plaza are not well integrated into their surroundings. Mimi Quintanilla discussed comments from the public regarding current programming on the plaza reflect a discontent. The committee agreed that commerce on the plaza should honor, respect, and compliment the area. The committee discussed the fate of businesses that did not meet this requirement. It was agreed that there would need to be a lengthy public process before any action could be taken. A potential future process was likened to that of the River Oversight Committee's role in development along the Museum Reach.

The committee discussed the role of the master planning team. The final document the committee produces will guide the team, and the master planning process will include significant public input and involvement. The committee is asking the master planning team to create a phased master plan, an investment or funding strategy, management strategy, interpretive plan, and an implementation plan.

The idea of a master plan is to provide a blueprint for future use of an area. It can include private and public properties. It's a guide for future development and use of structures. Similarly, the final document the committee comes up with expresses the committee's concerns and interests and will guide the master plan and the recommendations that come from it. The committee will continue to be involved throughout the master planning process. The committee voted to approve Theme D as it appears on attached slide 15.

The committee reviewed the bullet points in the draft document under each theme. The committee had no comments regarding the bullet points under Theme A. Under Theme B, the new Goal 6, 'Examine the role and influence of slavery,' would be added as agreed upon at this meeting. Under Theme C, the committee discussed adding 'indentify, protect, and preserve the Campo Santos.' The committee also agreed to add the Civil War to the list of significant periods. Mimi Quintanilla stated the bullet points will be incorporated in the interpretation and are not negotiable. No suggestions were made for bullet points under Theme D.

4. **Finalize Updates to 1994 Plan:** The committee acknowledged the need for this final document to be vetted by an historian. The committee voted to approve the final document with edits incorporated from today's meeting. The committee discussed the geographic boundaries from which the master planning team will work. They agreed on the Local Historic District Boundary from the 1994 report (see attached slide 18).
5. **Review Schedule:** The committee reviewed the upcoming schedule (see attached slide 19). City Council will be asked for approval to proceed with the RFQ. Upon approval, the RFQ would be released in December and the master planning process would begin in June 2015.
6. **Wrap-Up** Meeting ended at 5:03 p.m.